



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

N-11

CONTRACT

Contract / Revision	Alt Order #
498431 /	06365969
<u>Product</u>	
NRCC IE	
<u>Contract Dates</u>	
10/19/12 - 10/25/12	Estimate # 3336
<u>Advertiser</u>	
NRCC	Original Date / Revision 10/12/12 / 10/12/12
<u>Billing Cycle</u>	
EOM/EOC	Billing Calendar Broadcast
<u>Station</u>	
KVVU	Account Executive Teresa Difuria
<u>Sales Office</u>	
TELEREP-PHIL	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	Advertiser Code 155
Product Code 426	
<u>Agency Ref</u>	
<u>Advertiser Ref</u>	

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/19/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	5	\$10,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$2,150.00			
N 2	KVVU	10/19/12	10/25/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 3	KVVU	10/19/12	10/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$450.00			
N 4	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	10	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				10	\$725.00			
N 5	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				15	\$700.00			
N 6	KVVU	10/19/12	10/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$275.00			
N 7	KVVU	10/21/12	10/21/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1				1	\$1,850.00			
N 8	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1				1	\$1,200.00			
N 9	KVVU	10/24/12	10/25/12	BB World Series	330pm-8pm		:30			NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--WT---				2	\$9,500.00			
Totals											49	\$55,925.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	49	\$55,925.00	\$47,536.25
Totals	49	\$55,925.00	\$47,536.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 498431 /	Alt Order # 06365969	
Contract Dates 10/19/12 - 10/25/12	Product NRCC IE	Estimate # 3336
Advertiser NRCC		Original Date / Revision 10/12/12 / 10/12/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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REP HEADLINE# 6365969 TRF# 498431
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

ADV # ADV- NAME ISS/NRCC-IE

815 SLATERS LANE

ORDER # _____ CONTRACT # 6365969
ALEXANDRIA, VA 22314

PRDCT NRCC IE EST#3336 COMMENTS: (LINE, ORDER,
 FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDDE

RE: ROSE
TO ROSE
P&I
P&I
P&I
P&I

OK'D M1 AND M2 SEE LINES 10-12
PLS CNF THANKS

STA:

* * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * * *

2 ES 400P-500P 30 \$350.00 10/

PROGRAM : DR- OZ
RA35-64 : 0-9
CON COM1: DR- OZ

10 A 300P-400P 30 \$350.00 10/

PROGRAM : DR. OZ
RA35-64 : 0.9
ORD COML: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 3 SPOTS/WK

REP.# OFF.# 762 SALESMAN #

BUYER NAME NMRPP MEDIASSISTANT

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SALES PRSN PH- TERESA DIFURIA

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CLASS: NATL. LOCAL REGIONAL

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DATE OCT12/12

REP HEADLINE# 6365969
\$\$\$ UNAPPROVED REV #1111 \$\$\$ TRF# 498431

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
*****CHANGER*****

CREDIT RISK !!! FAX# 610-225-1191
HARRIS REPORT FROM REP OCT12/12 17.27
 CHANGES ***KVUU-TV ***

LINE#	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	TOTL:
LINE#	:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:	SPTS:

RA35-64 : 0.9
ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 10-11

LINCOLN : WORLD SERIES
RA 35-64 : 14-0
CON COM1 : MLB: WORLD SERIES

12 Å 400P-800P

\$9,500.00 10/24 10/25 2 W-TH

THIS IS A MAKE-GOOD FOR OCT24 ON LINE-9 FOR 2 SPOTS/WK
STATION MAKEGOOD OFFERS:
M1 OKID RIV#2 M-F M-TH / 400P-500P OCTM1

OFFER: FRI / 300P-400P
& W-TH / 300P-400P
CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE
OCT19 (3/WK)
OCT24 (2/WK)

M2 OK'D BUY#9 MISSED: W-TH/700P-1100P OCT24 (2/WK)
OFFER: W-TH/400P-800P OCT24 (2/WK)
CMT: CORRECT TP.

OCT/12 55925-00

OCT / 12
55925 - 00

CONTRACT	TOTAL	55925.00
TOTAL	SPOTS	49

MARKET TOTALS \$223,700 KVVU 25% KSNU 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%

SVC- NSI
DEMOs- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6365969
*** ORIGINAL REV#0 ***

REP HEADLINE# 6365969
+ + + + +
REP: TEL# 610-293-4100 CREDIT: RISK ! !
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM REP
ORDER WORKSHEET FAX# 610-225-1191

OCT 8 / 12 10 - 16
*** KVUU-TV ***

ADV # _____ ADV. NAME ISS/NRCC-IE

REP. # _____ OFF. # 762

AGY # _____ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLACE

BUYER NAME NMKP MEDIASSISTANT

ALEXANDRIA, VA 22314

FLIGHT DATES OCT19/12 OCT25/12 WK-1

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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDS _____

DATE OCT 8 / 12 10.16

REP: TO ROSE

NEW NRCC IE ORDER
TOTAL \$55925
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

REP HEADLINE# 6365969
*** ORIGINAL REV#0 ***

RFB HAROLD TINE # 6365969

REP HEADLINE# 6365969
CREDIT ADVISORY
ORDER WORKSHEET

10-293-4100 FAX# 610-225-1191
SORY: AGENCY CREDIT RISK !!!
HEET HARRIS REPORT FROM REP *

OCT 8 / 12 10 - 16
*** KVUU-TV ***

REP HEADLINE# 6365969
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 8/12 10.16
*** KVUU-TV ***

:LINE#:	:CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS	:	WEEK	:	DAYs	:	TOTL:	:	SPTS:	
:LINE#:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:

MARKET TOTALS \$223,700 KVUU 25% KSNU 51% KTNV 17% KVMY 2% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*